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<u>TABLE 1: KEYWORDS</u>
MICHAEL B. RINGS
ALEXANDER PRIMAK
KIESELSTEIN JEWELRY

FIGURE 1A

<u>TABLE 2: SEARCH ENGINES</u>	
<u>NAME</u>	<u>URL</u>
ALTAVISTA™	HTTP://WWW.ALTAVISTA.COM/
HOTBOT™	HTTP://WWW.HOTBOT.COM/
ALLTHEWEB™	HTTP://WWW.ALLTHEWEB.COM/

FIGURE 1B

<u>TABLE 3: SEARCH COMMANDS</u>	
<u>KEYWORD</u>	<u>SEARCH COMMAND URL</u>
MICHAEL B. RINGS	HTTP://WWW.ALTAVISTA.COM/WEB/RESULTS?Q=ALEXANDER+PRIMAK&KGS=0&KLS=1&AVKW=AAPT
ALEXANDER PRIMAK	HTTP://WWW.HOTBOT.COM/DEFAULT.ASP?PROV=INKTOMI&QUERY=ALEXANDER+PRIMAK&PS=&LOC=SEARCHBOX&TAB=WEB
KIESELSTEIN JEWELRY	HTTP://WWW.ALLTHEWEB.COM/SEARCH?CAT=WEB&CS=UTF-8&Q=ALEXANDER+PRIMAK&_SB_LANG=FR+EN

FIGURE 1C

**TABLE 4: RANKED RESULTS**

<u>SEARCH ENGINE</u>	<u>KEYWORD</u>	<u>POS.</u>	<u>PG.</u>	<u>TARGET WEB PAGE URL</u>
ALTAVISTA™	MICHAEL B. RINGS	18	2	WWW.PEARLMANSJEWELERS.COM/MICHAELB.HTML
ALTAVISTA™	ALEXANDER PRIMAK	1	1	WWW.PEARLMANSJEWELERS.COM/ALEXANDERPRIMAK.HTML
ALTAVISTA™	ALEXANDER PRIMAK	2	1	WWW.PEARLMANSJEWELERS.COM/NFALEXANDER_PRIMAK.HTM
ALTAVISTA™	KIESELSTEIN JEWELRY	1		WWW.PEARLMANSJEWELERS.COM/KIESELSTEIN-CORD_JEWELRY.HTM
ALTAVISTA™	KIESELSTEIN JEWELRY	1		WWW.PEARLMANSJEWELERS.COM/KIESELSTEINCORD.HTML
HOTBOT™	MICHAEL B. RINGS	9	1	WWW.PEARLMANSJEWELERS.COM/MICHAELB.HTML
HOTBOT™	ALEXANDER PRIMAK	1	1	WWW.PEARLMANSJEWELERS.COM/NFALEXANDER_PRIMAK.HTM
HOTBOT™	ALEXANDER PRIMAK	2	1	WWW.PEARLMANSJEWELERS.COM/ALEXANDERPRIMAKJEWELRY.HTM
HOTBOT™	KIESELSTEIN JEWELRY	1	1	WWW.PEARLMANSJEWELERS.COM/KIESELSTEIN-CORD_JEWELRY.HTM
HOTBOT™	KIESELSTEIN JEWELRY	2	1	WWW.PEARLMANSJEWELERS.COM/KIESELSTEINCORD.HTML
ALLTHEWEB™	MICHAEL B. RINGS	0	0	(NO PAGES FOUND)
ALLTHEWEB™	ALEXANDER PRIMAK	2	1	WWW.PEARLMANSJEWELERS.COM/ALEXANDERPRIMAKJEWELRY.HTM
ALLTHEWEB™	KIESELSTEIN JEWELRY	1	1	WWW.PEARLMANSJEWELERS.COM/KIESELSTEIN-CORD_JEWELRY.HTM

**FIGURE 1D**

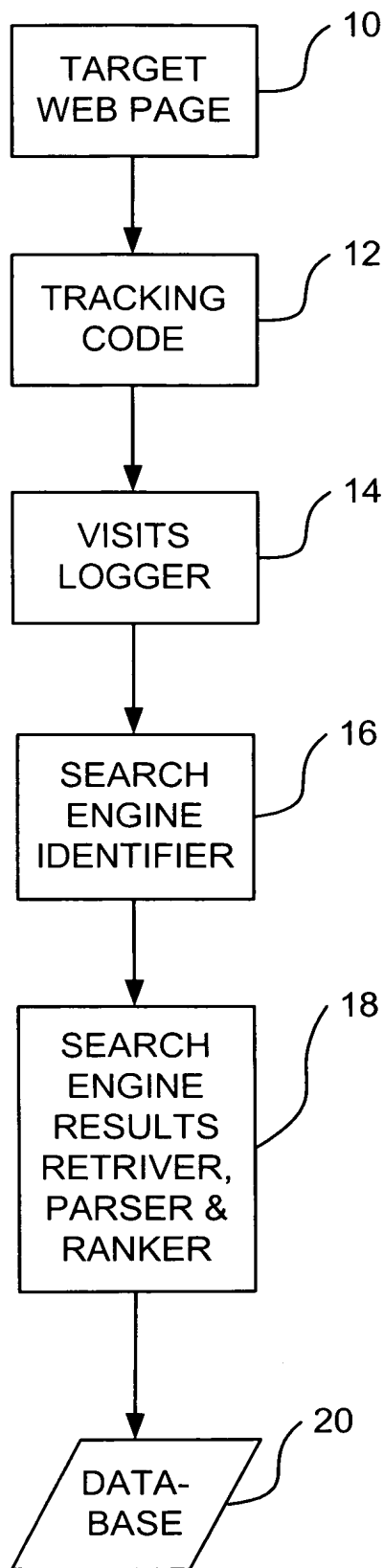


FIGURE 2

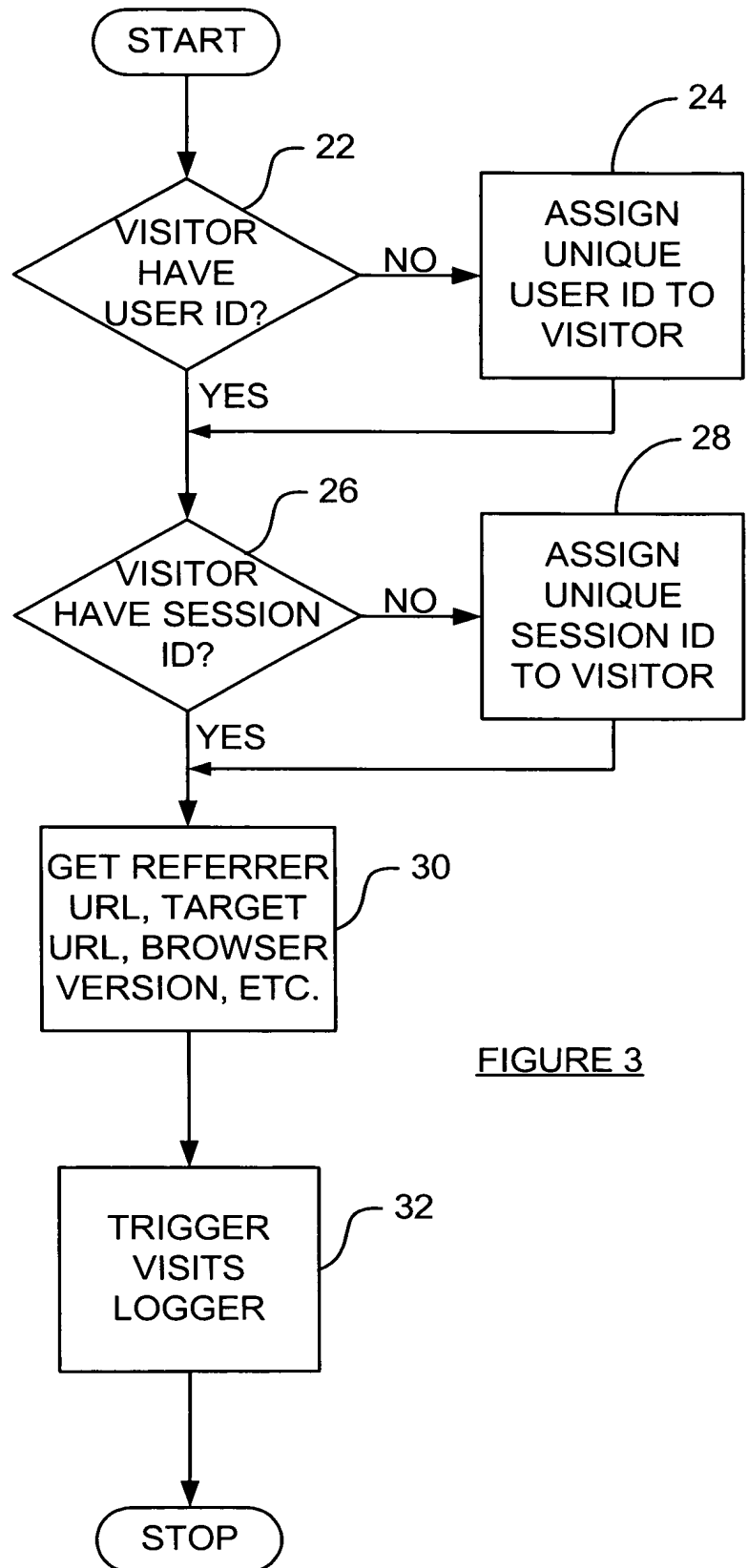
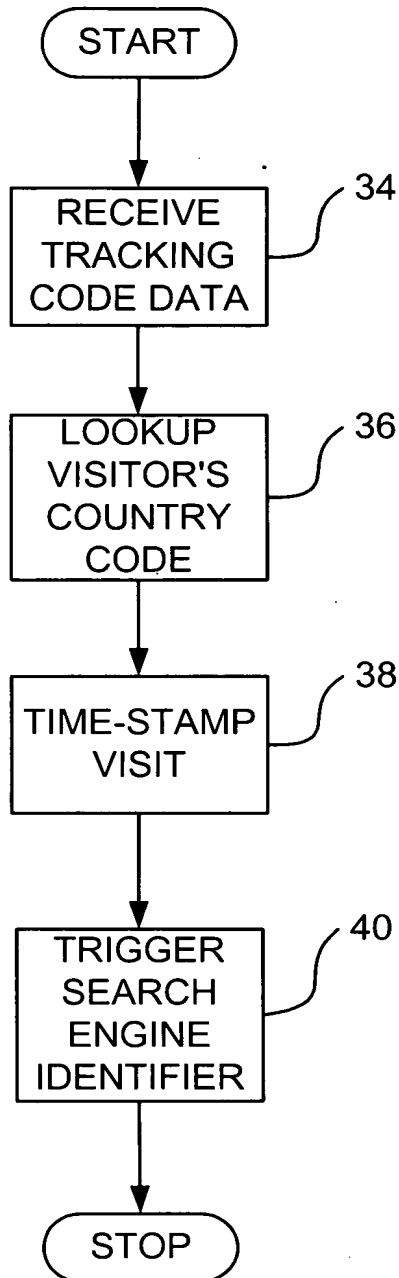
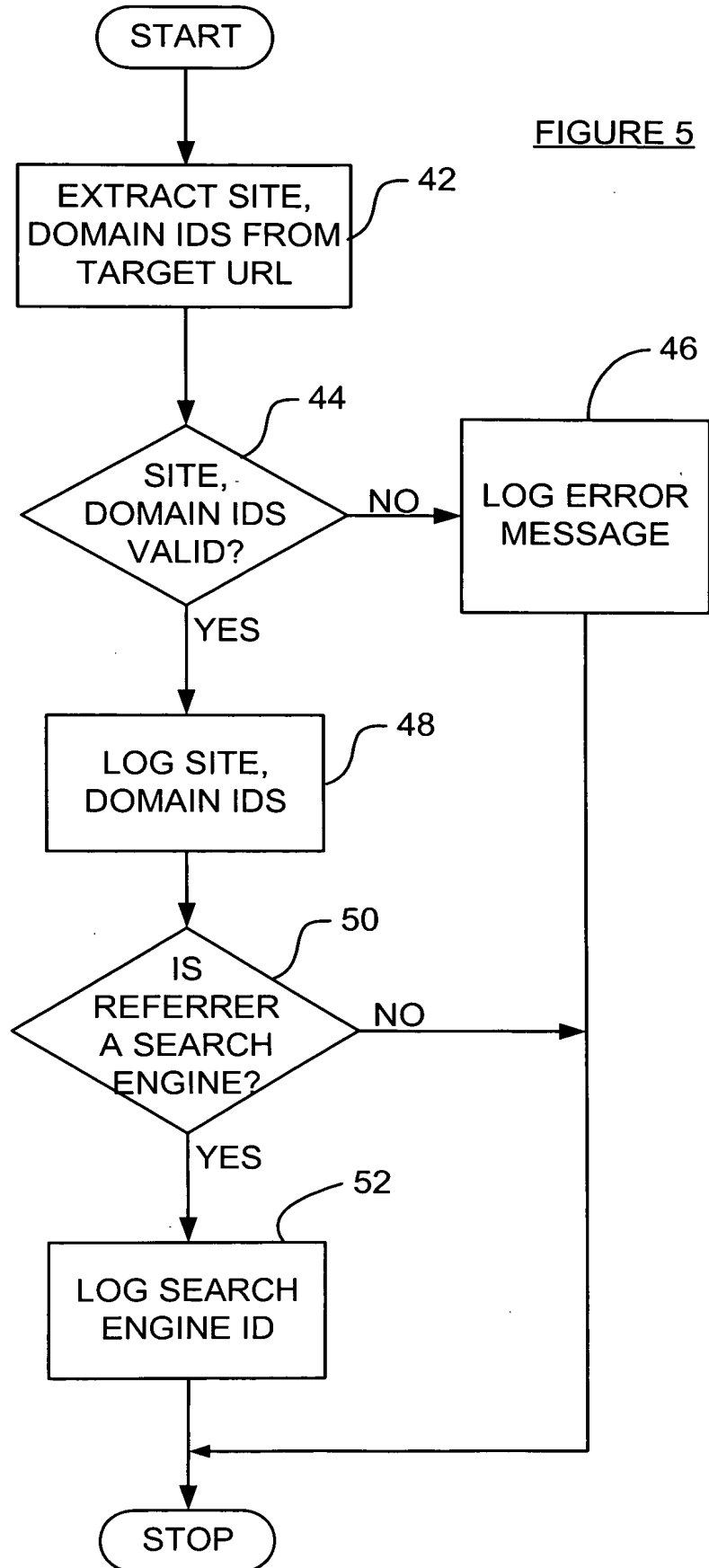


FIGURE 3

FIGURE 4FIGURE 5

